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**in their
shoes**

Sounds of indie musician's success

By **STEPHANIE CORRAL**
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Conclusion of a two-part story.

Mckenna Rowe, singer, songwriter and owner of Psykick Girl Productions, credits networking and the Internet in helping her create long-lasting relationships in the music-licensing business.

"The Internet has been an awesome resource for me and I'm sure for any other 21st century indie musician," said Rowe.

"People like to joke around about MySpace, but MySpace has been my No.

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1 resource to find out about other people doing really cool music and artistic stuff. I've got 1,000 more people on my mailing list now through MySpace that I wouldn't have had before. I've checked the logs from my own website and I see traffic coming from Myspace all the time now," said Rowe.

For other musicians looking to get their foot in the door, Rowe recommends that they identify their true strengths. "There are so many paths they can take, and the Internet is a great tool to start researching. I can't say enough about mailing lists, the more you belong to, the more you can find out about industry events going on in your area."

For younger aspiring musicians, Rowe suggests volunteering at a public radio station for exposure and experience.

"I did a lot of that when I was in high school," said Rowe. "I substituted for deejays at different local stations."

Rowe also stressed the importance of becoming a member of a performing rights organization, such as the American Society of Composers, Authors and Publishers (ASCAP), as soon as possible, and getting music properly copyrighted.

"There's not a perfect linear path to any one of these things, you just have to have faith in yourself and keep at it," said Rowe. "Do not get discouraged. Sometimes it takes a while for things to incubate, and for you to get noticed. Get inspired by what you see other people doing, but don't feel as if you are competing with anyone. Once you realize that you have your own unique style

and sound to offer, then it just becomes about community and collaboration whenever you are in the midst of other bands or other songwriters."

Besides making music and running her sound production company, Rowe hopes to venture into film scoring and continue being a deejay and composer.

"Go with the flow if you know where you're going," is a lyric from Rowe's new album. She firmly believes that if the stars are aligned and the timing is right, there is no question that she is headed in the right direction.



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—McKe

Psykick Girl's new album, "We Electro," is available now on iTunes Baby and select indie records store. For more information, visit www.psykick.com or www.myspace.com/psykickgirl.